

Selling Electronics on Amazon

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The idea of selling electronics can seem really attractive.

Electronics have a high perceived value which means that in theory we can make more profit per unit sold. Plus they can be fun and interesting :)

However, in practice, there are a number of factors we need consider and these factors can significantly reduce our profits if we don't take measures to counteract them.

1. Electronics tend to be fragile and more easily broken or damaged during shipping to the customer.
2. The refund and return rate is usually higher than average
3. We will almost certainly have to deal with more customer support emails. (I'm talking product support).

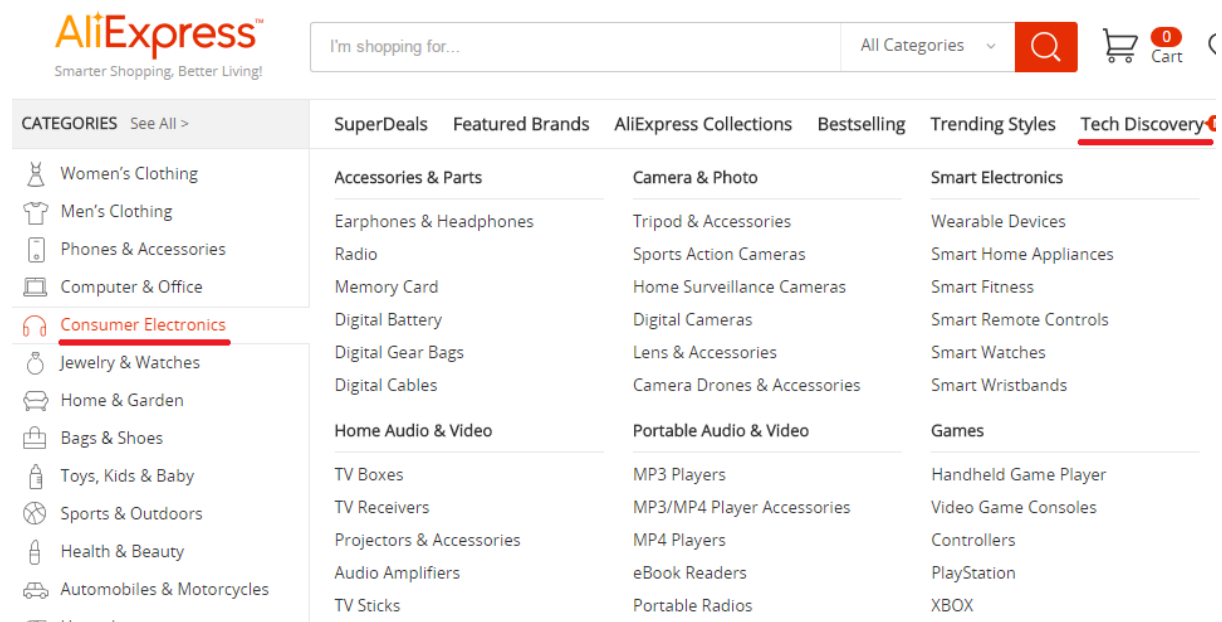
That being said, if you just love the idea of selling gadgets (and I don't blame you!), there are things you can do make sure that it's profitable and to keep refunds and product support to a bare minimum.

1. Start off by purchasing from AliExpress.com as opposed to purchasing from Alibaba.com. Why? Because you get the chance to look at the feedback from other buyers. Make sure the feedback you are looking at relates to the item you are looking at. So it's the feedback for the item, not the feedback for the seller.

If there are lots (50+ different buyers) giving mostly 5 star feedback, then you can be pretty sure the item is okay.

Almost all sellers on AliExpress also sell on Alibaba. So later on, you can always tap into lower prices with that supplier through Alibaba.

You can also check out 'Tech Discovery', which is a new section on AliExpress.



2. Buy three of the item you want. Why three? Because even though you have checked the feedback, you still want to make sure. If you get three and all are working as they should, plus the item has at least 50 good feedback ratings from different buyers, then you are good to go!

3. Don't start off using FBA (Fulfillment by Amazon). Begin by fulfilling your own orders. Because until you are certain that the supplier you are dealing with can consistently provide you with quality items with a very low defect rate, then you should be testing every single item before it gets shipped to a customer.

So now I can imagine you saying... *'What, are you kidding me??'*

No, not kidding at all and **this is what will elevate you and make YOU successful** in the electronics category, while all the naive sellers are getting bombed out.

Plus, if you fulfil your own orders, you can make sure the packaging is good enough to prevent possible damage during transit to the customer.

4. Include an insert with your package. A basic instruction and Troubleshooting guide. This will cut right down on product support emails and it will also cut down drastically on refunds. People will often return an item simply because they don't know how to use it properly. Doesn't need to be a fancy leaflet or anything like that. Just a sheet of regular A4 or A5 paper, printed off at home will do the job.

In addition to the above, Amazon may ask you for certain documentation, such as relevant certificates for the electronic products you want to sell. You should be able to get any requested documentation from the supplier.

However, you do not want to be left with inventory that you are not allowed to sell, in the event that you cannot get the requested documentation from the supplier.

To avoid this situation, you can contact seller support in advance (before you buy any stock) to ask what (if any) documents/certificates you would need to supply for the particular electronic product that you want to sell.

For sure, there's more involved if you want to sell electronics and be good at it. But the rewards can be massive and if this is where your interest lies, then why not!

By using this guide you will have a big advantage over most other new electronics sellers.

Theo McArthur